



Hong (Laurel) Wei

Marketing & Communication Manager

📍 Leuven, Belgium

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Education

Master of Science in Management
Solvay Business School & VUB (Belgium)
2017 -2019

Bachelor in Business English
Harbin Normal University (China)
2013 - 2017

Language

Chinese: native

English: professional

Dutch: intermediate

Skills

- Graphic design
- WordPress
- Salesforce
- All Microsoft office tools
- Project Management Tools
- Magic hand for presentation & report

My Bio

- Experienced Marketing and Communication Manager with over 5 years of expertise in developing and executing effective marketing strategies.
- Proficient in digital marketing, content creation, public relations, and brand management, with a proven track record of driving business growth and enhancing brand presence.
- Coordinated and executed successful industry events, enhancing brand visibility and generating valuable business leads.
- With a passion for storytelling and a keen eye for detail.
- Great communication and negotiation skills, ease at working with people from multicultural background.
- Citizen of China and permanent resident of Belgium.

A selection of my major career achievements:

- Company Rebranding
- Website creation from A to Z
- Joint Venture Business Plan (Europe & China)
- 400,000 EURO individual personal KPI - Best sales performances in the company's record
- Build and significantly grow the company's social media followers from 0 to >2000.

Key Competencies

Project Management

Strategic Communication

Event Management & Coordination

Relationship Management

Efficiency Under Pressure

Interpersonal Skills



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Professional Experience

2 Bridge

Marketing & Communication Manager

Nov 2021 - Now

- Marketing, Communication & Branding
 - Create annual marketing and budget plans and implement them accordingly
 - Organize campaigns, and create marketing materials, such as brochures, product videos, white papers
 - Responsible for the company website(update & recreation) and LinkedIn account
 - Manage all the internal and external communications
- Event Management
 - Create the company's event calendar and co-organize internal and external events
- Business Development & Alliance Management
 - Support BD & AM directors to explore business opportunities and build sustainable partnerships

Graftys

Scientific & Business Administration Officer

Jul 2019 - Apr 2021

Marketing & Communication Manager

Apr 2021 - Aug 2021

- Marketing & Communication
 - Conduct market analysis on the biomaterials and analyze the market trend
 - Create annual marketing & budget plans and implement them accordingly
 - Create campaigns, and tools to support sales, such as product brochures, tutorial videos
 - Responsible for the company website(update & recreation) and LinkedIn account
 - Manage all the internal and external communications letters
- Business Development
 - Identify and evaluate potential distributors
 - Support CEO to create business plans for new projects
- Trainings
 - Provide product trainings to the company's newcomers and distributors

Gautam Diamonds

Sales & Marketing Representative

Aug 2018 - May 2019

- Assist customers with the selection of the finest jewelry
- Organize networking events and diamond appreciation workshops

Huawei Technologies Belgium

Marketing Intern

Jun 2018 - Oct 2018

- Co-organize and follow up campaigns from initial proposal to the final acceptance
- Support sales activities and assist stores to achieve sales target

Reference letter is available upon request.